



Jack Horner Communications Inc.
Public Relations ■ Graphic Design ■ Advertising ■ Promotional Products

Case Study:

Development Dimensions International Trade Magazine Advertising

The Challenge

Human resources trade magazines are rife with typical display ads that are easily flipped past. In deciding to launch a new advertising campaign, Development Dimensions International (DDI), a global human resources consulting firm, tapped its long-time account team at Jack Horner Communications (JHC) to lead the creative charge.

The campaign required clever concepts to reinforce DDI's core business areas, which include leadership development, hiring and succession management.

The Solution

After an audit of competitor ads in the HR trade space, JHC knew the ad's main visual needed to be more eye-catching, while still being appropriate for a B2B audience.

Creative Concept

To depart from shirt-and-tie competitors, JHC proposed taking the human element out of human resources—instead reinforcing nature as a powerful metaphor for human behavior and performance and to memorably illustrate DDI's expertise.

Leadership Development

The first ad, focusing on leadership development, asked the reader to imagine evolution gone awry, showing an unsuccessful metamorphosis resulting in a bullfrog with butterfly wings. The message—leaders won't develop correctly without the proper guidance and planned development.

Hiring

Extending the nature vs. nurture concept, our second ad featured yet another twist, a mother hen with newly hatched chicks. But look again, one hatchling seems a bit misplaced in his new environment. The headline communicated that hiring the right people is more than a matter of instinct.

Succession Management

Our executive succession advertisement illustrates that improperly-groomed leaders will be a poor fit for their newly defined role. Again, we used creative graphic treatments to catch our reader's eye long enough to deliver the message.

The Results

Our DDI client reports that JHC's creative process was collaborative and engaging, and we zeroed in quickly on a campaign that worked.

A reader-response survey conducted by one of the trade publications in which the ads appeared, reported DDI's "Butterfrog" ad as one of the most memorable it ran.



"Strategic, creative and highly attentive to the details that make an ad sing—that's Jack Horner Communications."

Nancy Fox
Director of Corporate Marketing
DDI